

Communication

COMM 101 (1560) Fundamentals of Speech

Reading Placement Test Level: College Reading

Prerequisite: None

Credit Hours: 3

A basic study of communication theory and its practical application at all levels: intrapersonal (understanding the self), interpersonal (one-to-one relationships and small group interaction), and public speaking. Students examine factors that influence the development of the self-concept and interpersonal relationships, participate in problem-solving panel discussions, deliver informative and persuasive speeches, and improve their critical listening and thinking skills.

COMM 103 (0635) Introduction to Advertising

Reading Placement Test Level: No reading placement required

Prerequisite: None

Credit Hours: 3

This course examines strategies, techniques, and principles behind effective advertising including planning, targeting, media selection and buying, strategy and design.

COMM 105 (0637) Introduction to Public Relations

Reading Placement Test Level: No reading placement required

Prerequisite: None

Credit Hours: 3

This course introduces students to the public relations industry from management and practitioner standpoints. It focuses on developing skills and knowledge required to be a successful public relations practitioner.

COMM 106 (0620) Introduction to Mass Media

Reading Placement Test Level: College Reading

Prerequisite: None

Credit Hours: 3

This course is an introduction to different forms of mass media – newspaper, magazines, books, radio, recordings, television, motion pictures and others. It is designed to give students an understanding of the media's role in society today. The course will explore the histories of the different forms of media, the evolution of the media's role in society, problems with media today, possible solutions to those problems, current media practices, mass media theory, ethics, and the media and social problems.

COMM 110 (1563) Critical Thinking and Argumentation

Prerequisite: None

Credit Hours: 3

This course is an introduction to the basic theory of argument and persuasion. Students learn how to think in a clear and logical manner, analyze information critically, formulate persuasive arguments, and deliver those arguments effectively, both in oral and in written forms. Students learn how to make claims, provide evidence, explore underlying assumptions, and analyze counter-points.

COMM 120 (0645) Debate I

Prerequisite: None

Credit Hours: 2

This course is designed specifically for the student who is interested in competitive debating. The course will provide concise discussion of principles of debate and ample opportunities for practical application of these principles.

COMM 121 (0646) Debate II

Prerequisite: Debate I

Credit Hours: 2

This course is designed specifically for the student who is interested in competitive debating. The course will provide concise discussion of principles of debate and ample opportunities for practical application of these principles.

COMM 123 (0652) Debate III

Prerequisite: Debate I & II or permission of instructor

Credit Hours: 2

This course is designed specifically for the student who is interested in competitive debating. The course will provide concise discussion of principles of debate and ample opportunities for practical application of these principles.

COMM 130 (0647) Forensics I

Prerequisite: None

Credit Hours: 1

This course explores various events for intercollegiate forensic competition. The student will select two or more events to prepare for competition. The student is required to participate in intercollegiate competition as scheduled. *This course may be repeated for credit.* Offers students experience in intercollegiate speech competition. Student's research, prepares, practice, and perform at college tournaments in a variety of interpretive and/or public speaking events. Participation in forensics will build research and organization skills as well as public speaking and performance skills. Credit hours awarded are determined by tournament participation and the number of events prepared for competition by the student.

COMM 131 (0648) Forensics II

Prerequisite: Forensics I

Credit Hours: 1

This course explores various events for intercollegiate forensic competition. The student will select two or more events to prepare for competition. The student is required to participate in intercollegiate competition as scheduled. *This course may be repeated for credit.* Offers students experience in intercollegiate speech competition. Student's research, prepares, practice, and perform at college tournaments in a variety of interpretive and/or public speaking events. Participation in forensics will build research and organization skills as well as public speaking and performance skills. Credit hours awarded are determined by tournament participation and the number of events prepared for competition by the student.

COMM 132 (0649) Forensics III

Prerequisite: Forensics II

Credit Hours: 1

This course explores various events for intercollegiate forensic competition. The student will select two or more events to prepare for competition. The student is required to participate in intercollegiate competition as scheduled. *This course may be repeated for credit.* Offers students experience in intercollegiate speech competition. Student's research, prepares, practice, and perform at college tournaments in a variety of interpretive and/or public speaking events. Participation in forensics will build research and organization skills as well as public speaking and performance skills. Credit hours awarded are determined by tournament participation and the number of events prepared for competition by the student.

COMM 133 (0651) Forensics IV

Prerequisite: Forensics III

Credit Hours: 1

This course explores various events for intercollegiate forensic competition. The student will select two or more events to prepare for competition. The student is required to participate in intercollegiate competition as scheduled. *This course may be repeated for credit.* Offers students experience in intercollegiate speech competition. Student's research, prepares, practice, and perform at college tournaments in a variety of interpretive and/or public speaking events. Participation in forensics will build research and organization skills as well as public speaking and performance skills. Credit hours awarded are determined by tournament participation and the number of events prepared for competition by the student.

COMM 225 Explorations in Public Relations (IO)

Prerequisite: None

Credit Hours: 3

This course will be an examination of advanced mass media and communication theory and the application of that theory to an actual campaign.

Reading Essentials Placement Scores: ACT 0-12, COMPASS 0-54

College Reading Placement Scores: ACT 13-16, COMPASS 55-74

No Reading Course Required Placement Scores: ACT 17 or Higher, COMPASS 75 or higher

IO = Infrequently Offered Course